



NEWS RELEASE

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Telephone Scam Alert! ***Caller posing as Dairyland Power Cooperative reported in La Crosse area***

La Crosse, WI— Dairyland Power Cooperative is advising area residents to be alert to a reported credit card scam, using Dairyland’s business identity. The report indicates that “spoofing” is used to fraudulently display Dairyland Power Cooperative on the Caller ID, so that it appears to be a legitimate business call. In fact, the caller is a conducting a credit card or “Medicare” scam, requesting personal finance information.

Dairyland is a wholesale power provider, supplying the energy needs of 24 member distribution cooperatives in the Upper Midwest. Dairyland would never call an area resident requesting financial or identity information for any reason. If you receive a suspicious call from someone claiming to be from Dairyland, please disconnect immediately.

*With headquarters in La Crosse, Wis., **Dairyland Power Cooperative** (www.dairylandpower.com) provides wholesale electricity to 24 member distribution cooperatives and 17 municipal utilities in Wisconsin, Minnesota, Iowa and Illinois. These cooperatives and municipals, in turn, supply the energy needs of more than a half-million people. Today, the cooperative’s generating resources include coal, natural gas, hydro, wind, solar and biogas.*

A Touchstone Energy® Cooperative

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Dairyland Power Cooperative is an equal opportunity provider and employer